

**City of Culver City, California
Agenda Item Report**

Meeting Date: 06/10/2013		Item Number: A-2	
CITY COUNCIL AGENDA ITEM: 1) Consideration of Route Options for the Exposition Light Rail Station Pilot Circulator Service; and 2) Approval of a Professional Services Agreement with Transportation Concepts for the Operation of the Exposition Light Rail Station Pilot Circulator Service in an Amount Not-to-Exceed \$197,731.			
Contact Person/Dept.: Diana Chang/Transportation		Phone Number:(310) 253-6566	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Agenda and Meetings – City Council (06/05/13)			
Department Approval: Art Ida (05/30/13)		City Attorney Approval: Carol A. Schwab (by H. Baker) (06/03/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/05/13)		City Manager Approval: John M. Nachbar (06/05/13)	

RECOMMENDATION:

Staff recommends the City Council 1) consider route options for the Exposition Light Rail Station Pilot Circulator Service (EXPO Pilot Circulator); and 2) approve a professional services agreement with Transportation Concepts for the operation of the EXPO Pilot Circulator in an amount not-to-exceed \$197,731.

BACKGROUND:

The EXPO Pilot Circulator is a 9-month (36-week) pilot service that would transport persons between the Hayden Tract and Downtown Culver City with service to the Culver City Station.

With conceptual support of the Downtown Business Association (DBA), the City Council unanimously approved the contract with NBS (a consulting firm which specializes in Special Financing Districts – SFD's) on April 11, 2011 and directed staff to explore the Shuttle (connecting Culver City Station, Downtown Culver City, and the Hayden Tract) concept and an associated SFD in more depth.

Staff from the City Manager's Office, the Transportation Department, the Public Works Department, the Finance Department, and the Community Development Department worked with NBS to develop the preliminary data on the proposed circulator service. In December 2012, in light of the feedback from the City Manager indicating that the SFD financing option was not feasible at that point, and in response to the City Manager's direction to implement the service at a faster timeframe and evaluate the success of the service while allowing more time to

identify/create a sustainable financing option for the service, staff proposed to fund, using transportation funds, a lunch-time EXPO Pilot Circulator for a period of nine (9) months, during which trial period staff will evaluate the program performance and report the results of the evaluation to the City Council. On December 10, 2012, the City Council conceptually approved the EXPO Pilot Circulator that will consist of the following:

1. Provide service connecting Culver City downtown, the Exposition Light Rail Culver City Station, and Hayden Tract;
2. Operate with approximately 15-minute headway during the hours of 11am to 3pm (4 hours per day) on weekdays;
3. Contract with a private transportation company for the operations, with service and contract monitored and managed by the Transportation Department;
4. Utilize contractor-provided shuttle buses that will be specially-wrapped for branding purposes; and,
5. Utilize existing stops (no stop improvements required).

DISCUSSION:

In response to City Council feedback at the December 10, 2012 City Council meeting, staff added one new stop (on Hayden Avenue at National Boulevard) and one existing stop (on Higuera Street at Eastham Drive) in the Hayden Tract to the proposed EXPO Pilot Circulator route. In addition, staff also extended the west end of the route to Madison Avenue in order to service two existing stops in front of the Sony Pictures Entertainment building. The revised proposed EXPO Pilot Circulator route is shown in Attachment 1.

On February 25, 2013, staff released a Request for Proposals (RFP) to solicit proposals on the EXPO Pilot Circulator service. Proposals were due on March 28, 2013. Three transportation companies submitted proposals. After careful evaluation of the proposals, staff determined that Transportation Concepts' (TC) proposal showed that they are the best qualified firm to provide the EXPO Pilot Circulator Service.

The RFP requested for two cost proposal scenarios:

Scenario 1: Two vehicles operating simultaneously (with vehicles arriving at approximately every ten to twelve minutes depending on traffic), and;

Scenario 2: Three vehicles operating simultaneously (with vehicles arriving at approximately every seven to eight minutes depending on traffic).

In an effort to minimize passenger wait time, staff recommends Scenario 2 . TC will provide a fleet of CNG-powered shuttle buses (Attachment 2) that will provide seating for 22 passengers plus the driver. The shuttle buses are ADA-compliant.

In effort to promote the EXPO Pilot Circulator service, staff hired a marketing company to design/create special service branding and conduct outreach to the DBA and major Hayden Tract employers to promote the service. As part of the shuttle branding/marketing effort, unique branding bus wraps will be installed on the shuttle buses, street light pole banners will be produced and installed along the proposed route, and special shuttle stop signs and other promotional materials will also be produced and installed or distributed.

On May 29, 2013, staff received feedback from DBA representatives that consisted of a slightly revised route (Attachment 3) and a request for one additional stop in the Hayden Tract area. The DBA representatives suggested revising the west end of the route to turn around at Hughes Avenue (the street east of Madison Avenue). The staff-proposed route will go from westbound Culver Boulevard to Madison Avenue, Washington Boulevard, Hughes Avenue, and then return to eastbound Culver Boulevard. The DBA-suggested route will go westbound on Culver Boulevard to Washington Boulevard, Hughes Avenue, and then return to eastbound Culver Boulevard. The DBA's suggestion will shorten the route and eliminate the use of two stops in front of the Sony Pictures Entertainment building, thereby achieving some travel time saving. In addition, the DBA requested to add another stop on eastbound National Boulevard at Eastham Drive. Staff has determined that this location is not feasible for a bus stop due to traffic safety considerations and, therefore, does not recommend the addition of a stop on National Boulevard at Eastham Drive.

At the May 8, 2013 meeting with some Hayden Tract business owners regarding parking and fiber issues, the business owners expressed a lack of support for the EXPO Pilot Circulator and expressed doubts as to how much the shuttle will be used by the employees. The business owners expressed some interest in a commuter-type shuttle, and staff is currently looking into extending the fixed-route service to the Hayden Tract to accommodate this demand.

FISCAL ANALYSIS:

Transportation funds will be used for the EXPO Pilot Circulator. Under TC's proposal, Scenario 1 (ten to twelve minute headway) will cost \$142,550, and Scenario 2 (seven to eight minute headway) will cost \$197,731. Staff recommends Scenario 2.

Should the EXPO Pilot Circulator become a success, a sustainable financial resource will need to be identified in order to fund the service beyond the 9-month pilot period.

ATTACHMENTS:

- Attachment 1 – City-Proposed EXPO Pilot Circulator Map
- Attachment 2 – Proposed CNG-Powered Shuttle Buses
- Attachment 3 – DBA-Suggested EXPO Pilot Circulator Map

MOTIONS:

That the City Council:

1. Direct the City Manager to move forward with one of the following options:
 - 1) Option 1: City-Proposed EXPO Pilot Circulator
 - 2) Option 2: DBA-Suggested EXPO Pilot Circulator with reduced route and no additional stop
 - 3) Option 3: Not move forward with the Expo Pilot Circulator

If Option 1 or 2 above is chosen:

2. Approve a professional services agreement with Transportation Concepts for the operation of the EXPO Pilot Circulator in an amount not-to-exceed \$197,731 (Scenario 2); and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.